

# Miller & Rhoads

## Spring Opening 1910

### Our Formal Spring Opening

Will take place

Tuesday, Wednesday and Thursday,  
March 8th, 9th and 10th.

The New Spring Merchandise will as usual form the special feature, and the store will be handsomely decorated in growing plants, flowers and evergreens.

### There Will Be Music

by Professor Rees's Orchestra and a very attractive programme may be expected. Everybody will be cordially welcome.

### Special Cafe Service

During the opening days we will serve an especially attractive Table d'Hote Luncheon (with souvenir), for which only the usual price of 40c will be charged.

### The Exhibit of Famous Paintings

will be continued during the opening days, so as to afford everybody an opportunity to see the great painting of the statue of the *Venus de Milo*.

### Out of Town Visitors

When making purchases will be accorded our free delivery service on purchases of \$5 and upwards if they so desire during the opening days.

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### News From the World's Fashion Centres

Where the brightest brains and nimblest fingers have been at work comes the new spring styles, which will be displayed here during our formal opening. From every point of view the styles for this season will be the most attractive in years. For the past week all of the newest ideas for Women's Dress have been pouring in daily.

We have on display for the opening all of the most fashionable up-to-date Fabrics, Dresses, Suits and accessories.

The latest feature of new Tailored Suits is the introduction of the Short Coat in connection with the regular Tailored Suits. Each infuses a new style, and there seems to be great enthusiasm and interest on the part of the prospective wearers. Dresses continue the draped and polonaise effects, which have met with a good degree of success in the fashion world.

Waists are shown in the lingerie and tailored effects, each very attractive in its own style. The side trimmings with jabot finish is a prevailing feature in both varieties. Hand Embroideries and Irish Crochet Laces are used in great profusion.

In a majority of instances the Evening Dresses for advanced spring and summer wear have short sleeves. In length they vary from elbow to three-quarter style.

Polonaise Skirts for Dresses is the one particular advocate for spring.

### Dress Fabrics

Foulards and Pongees will be the fashion leaders for the coming season in the Silk world. They are shown in a number of new designs, including the coin-spot designs and newer effects that introduce indefinite patterns in two-tone colorings. Among the most attractive are the Foulards having a white or cream ground with scattered motif in black, draped with black Chantilly lace. This result is extremely effective.

### A Few Fashion Notes From the Shoe Store of Richmond

Our spring showing in Women's Footwear is the finest and we take pleasure in showing the latest creations in the art of shoemaking. The styles this season are more beautiful than ever. While Dame Fashion calls for the low cut effect, it also decrees that the ankle strap has seen its best days. The leaders for the coming season will be the instep strap Pumps and Eclipse Ties.

PARASOLS for spring are particularly decorative and fascinating, and show the same vivid and varied colorings as the new spring and summer costumes. Floral effects are very popular.

There is a great demand in the fashion world for the new shade in Gloves. Some call it mustard, others champagne, with embroidered back, something entirely new, which has created great enthusiasm. The long Gloves are also creating new interest. **MILLER & RHOADS.**

